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Middle Eastern Community Recruitment Strategy
Summer/Fall 2015

Internal Engagement

Improve communication with mission partners.

- Conduct bi-weekly phone conference meeting with CMDI/Inclusive Solutions & Outreach (ISO) Program Manager (ISO PM), Midwest Regional Recruiter (MWRR) and Chief, Regional Recruiter Program (C/RRP). Starting immediately.
- Engage with Hiring Divisions in the strategic plan:
    - Host EPTA meeting to introduce strategic plan and discuss engagement – 9 July @ 2pm. MWRR & ISO PM will attend.
    - Add as an agenda item to the weekly RC Event Planning meeting (i.e. Middle Eastern Outreach Updates and Activities).
        - RC Leadership importance.
        - Tracking and monitoring.
- Attend (MWRR) all appropriate ISO outreach events in the region that have recruitment opportunities. If unable to attend, MWRR will inform C/RRP to request a substitute participate.

School Engagement

Connect with key influencers at colleges and universities based on trusted relationships developed by ISO.

Colleges and Universities Identified by ISO	**COEs** *May 2013-15*
Central Michigan University	
Grand Valley State University	
Henry Ford College	
Lawrence Technological University	
Michigan State University	
Oakland University	
Saginaw Valley State University	
University of Michigan-Ann Arbor	
University of Michigan-Dearborn	
Walsh College	
Wayne State University	
Western Michigan University	

(b)(3)

- Continue to collect data from Sourcing on identified schools (curriculum demographics/ROI). Data will assist in prioritizing recruitment activity and approach (i.e., meeting with university partners identified by ISO).

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  - Consider using a Source Code to identify applicants from this community to capture more accurate Return On Investment (ROI).
  - Consider creating an eRecruiting portal, similar to the Regional Recruiter Recommendation portal, for ISO PM to submit recommendations of applicants.

- Improve communication on campuses.
  - Conduct information sessions to inform students about career and student opportunities.
  - Provide literature to all schools.
  - Identify qualified candidates that align to CIA hiring requirements by collaborating with community key influencers (i.e., Nadia Fadel-Bazzi and Wassim Mahfouz-LAHC).
  - Partner with campus programs - Arabic Flagship Program, Central Michigan University Leadership Programs, LEAD Scholar Program.
    - CSHD conducting recruitment session with LEAD Scholars on 15 September.

- Planned campus events by MWRR for Fall 2015.
  - University of Michigan-Ann Arbor
    - SWE Engineering Career Fair – September 27.
    - Meetings/info session/advising sessions for non-engineering students – week of September 27.
  - Lawrence Technological University & University of Michigan-Dearborn
    - Scheduling meetings at these universities in conjunction with University of Michigan September 27 events.
  - ISO PM suggested scheduling similar meetings and events for Fall 2015 with:
    - Wayne State University
    - Oakland University
    - Henry Ford College

- Schedule campus visits for Spring 2016.
  - Michigan State University
  - Walsh College
  - Western Michigan University

Events

Conduct targeted catered events to attract and recruit qualified candidates.

- Kick-off working group luncheon with key influencers (academia and community partners).
  - Late July/early August (TBD) – C/RRP, MWRR, ISO PM.
  - Continue with follow-up quarterly meetings hosted by CIA.

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- CIA Day/Week – November
  - Centralized location for multiple schools (high schools & colleges—Grand Valley State University, Saginaw Valley State University, Central Michigan University) to attend.
  - DA Simulations/workshops/mock interviews.
  - Regional Blitz - Search for online applications – conduct interviews of qualified applications. (Detroit)
    - Advertising through community partners (July/August)
    - Consider a separate information session for candidates who respond with interest but who are hesitant to apply.

- Collaborate/inform community partners for all events.
  - Lebanese American Heritage Club (LAHC)
  - Arab American and Chaldean Council
  - American Arab Chamber of Commerce
  - FBI Detroit (a joint FBI/CIA Day or IC Day)

Student Programs

Engage with students beginning at the high school level to encourage enrollment in the Stokes Program and inform of student and career opportunities.

Cass Technical High School (Ambassador School)
Crestwood High School
Detroit Country Day School
Farmington Public School District
Fordson High School (Ambassador School 2015)
Hamadeh Educational Services - Star Academy (Ambassador School)
Plymouth Canton Community Schools
Troy High School
West Bloomfield School District

- Fordson High School has been added to the Ambassador School list. Meetings were held in May 2015 with the HS Ambassador Faud Shoman & ISO Officer [redacted] Continue to meet twice a year. (b)(3) (b)(6)
  - Faud is also the HS Ambassador for Star Academy and Cass Tech.
- Advertise through community partners the IC Virtual Student Career Fair on 24 September (distribution of email blasts and flyers through ISO PM).
- Reach out to Harrison High School (Polly Bachrouche) in the Farmington School District to conduct an evening presentation (MWRR).
- Investigate the possibility to start a Young Explorers Program similar to the one established in California (ISO PM).

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- Consider Nadia Fadel-Bazzi's and Wassim Mahfouz's proposal on a student engagement program and mentoring opportunities (proposals to come).

Advertising & Marketing

Leverage community partners' publications, websites, and networks to advertise CIA opportunities and event information.

- Chaldean News
- American Arab Chamber of Commerce Banner Ad
- American Association of Teachers of Arabic
- LAHC online website (ISO PM to send proposal)
- Mass email blast to students on campus
- Social media opportunities

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